

PLANET SELF STORAGE

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2/20/2012

Testimony in Favor of Raised Bill No. 5088

AN ACT CONCERNING SELF STORAGE FACILITY LIENS

Support

I wish to provide written testimony in support of Raised Bill No. 5088. The intent of the proposed changes is intended to update the law to reflect modern communications methods. The proposed bill will update a law written in a time before electronic communications existed. A time when most people received their information via mail delivered by the postal service or was read in the daily newspaper. We now have a myriad of methods to communicate electronically and many of our customers have not only adapted to this but have come to prefer the almost instant, deliverable almost anywhere in the world and also a "green" method of communicating as paper is only used when someone decides to print the message. Every bill I receive and most communications offer me the opportunity to have their communications delivered to me electronically. In fact some are starting to charge if I don't.

With regard to the daily newspaper, at one time about 85% of the adult population subscribed or read the paper daily which made them an effective means of communicating to a majority. Now the statistics have diminished substantially and newspapers have approximately 17% readership. So where do the other 83% get their information? They watch TV, subscribe to email news feeds, and almost universally use the major search engines such as Google for news and research. To that point we no longer purchase display advertising or help wanted ads in the local newspaper as they do not produce results. We have switched our advertising to the internet with great success.

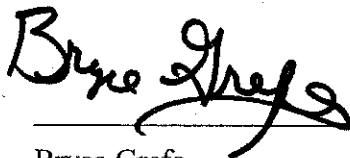
Recommended Correction

I recommend amending the proposed bill to allow "verified first class mail" which results in a certificate of mailing when delivered to the post office by the sender. The certificate serves as valid proof the item was mailed, when, to whom and where. Our facilities commonly observe there is a stigma among the majority of delinquent customers who receive notice of certified mail – they avoid signing for or claiming them at the post office. One can only imagine they somehow feel if they don't acknowledge that no further action can occur. The result is the majority of certified mailings done in our industry are returned undelivered. Most first class mail is not returned as refused or undeliverable. Certified mail is expensive in terms of both postage and labor costs to complete multiple forms before mailing. As all business must – these costs are passed on to the consumer.

Validation

The changes within the raised bill and the recommendation to adopt "verified first class mail" have been adopted in multiple other states whose law makers have recognized the validity of these updates in today's world.

Sincerely,



Bryce Grefe

Managing Member and General Partner